



WKMG

# ORDER

Print Date 09/20/12 Page 1 of 3

Flight Dates 09/25/12-10/01/12

Contract / Revision 255506 /

Original Date / Revision  
09/20/12 09/20/12

Advertiser Pol/Pres/D/Barack Obama

New till 02/05/09

Agency GMMB

Buying Contact

3050 K Street NW  
Suite 100  
Washington, DC 20007

Product  
OBAMA FOR AMERICA

Agency Com 15%

Billing Contact  
3050 K Street NW  
Suite 100  
Washington, DC 20007

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 1536

Alt Order # 6259464

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL-Presidential-Democrat

Priority P-2

Advertiser Ref

Primary Account Executive  
Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 58975

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	18	\$49,788.75	\$58,575.00	0.00	08/27/12	09/30/12	18	\$49,788.75	\$58,575.00
October 2012	1	\$340.00	\$400.00	0.00	10/01/12	10/01/12	1	\$340.00	\$400.00
Totals	19	\$50,128.75	\$58,975.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WKMG	09/25/12	10/01/12	M-F 11p News M-F 11p News	CM	11-1135p	MTWTF--	:30	2	\$1,500.00	P-2	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	MTWTF--					2	\$1,500.00		0.00			
E 2	WKMG	09/25/12	10/01/12	11-12p Price Is Right Price Is Right	CM	11a-12p	MTWTF--	:30	2	\$550.00	P-2	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	MTWTF--					2	\$550.00		0.00			
E 3	WKMG	09/25/12	10/01/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	MTWTF--	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	MTWTF--					2	\$400.00		0.00			
E 4	WKMG	09/25/12	10/01/12	Morn News at 5a Morn News at 5a	CM	5-530a	MTWTF--	:30	1	\$275.00	P-2	0.00	NM	1	\$275.00



WKMG

Print Date: 09/20/12

Page 2 of 3

Contract / Revision

255506

Flight Dates 09/25/12-10/01/12

Hiatus Dates

Original Date / Revision 09/20/12/ 09/20/12

Order Sep 00:15:00

Advertiser Pol/Pres/D/Barack Obama Product OBAMA FOR AMERICA

Estimate # 1536

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 4	WKMG	09/25/12	10/01/12	Morn News at 5a Morn News at 5a	CM	5-530a	MTWTF--	:30	1	\$275.00	P-2	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/25/12	10/01/12	MTWTF--	1		\$275.00		0.00						
E 5	WKMG	09/25/12	10/01/12	News at 7p News at 7p	CM	7-7:30p	MTWTF--	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/25/12	10/01/12	MTWTF--	1		\$800.00		0.00						
E 6	WKMG	09/28/12	09/28/12	Fri Prime 8p CSI:NY	CM	8-9p	----F--	:30	1	\$4,500.00	P-2	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	----F--	1		\$4,500.00		0.00						
E 13	WKMG	09/25/12	09/29/12	NCAA Football Prime Game FLORIDA PRIME GAME	CM	8-11p (8:00 PM-11:30 PM)	-----1-	:30	1	\$15,000.00	P-2	0.00	NM	3	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-----1-	1		\$15,000.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	WKMG	09/24/12-09/30/12		NCAA Football Prime Game		8-11p	(8:00 PM-11:30 PM)-----Sa--	:30		<del>\$15,000.00</del>		0.00	NM		
See MG 13.3, 13.4, 13.5															
[Only Prime Game scheduled is 11/03/12]															
3	WKMG	09/27/12-09/27/12		Thu Prime 9p		9-10p	---Th-----	:30		\$9,000.00		0.00	NM		
Ⓜ MG for 13.2 09/29															
4	WKMG	09/29/12-09/29/12		NCAA Football 3p Game		various	(3:30 PM-7:00 PM)-----Sa--	:30		\$5,000.00		0.00	NM		
Ⓜ MG for 13.2 09/29															
5	WKMG	09/29/12-09/29/12		Lcl 6 Sppt Access 7-8p		7-8p	-----Sa--	:30		\$1,000.00		0.00	NM		
Ⓜ MG for 13.2 09/29															
E 14	WKMG	09/25/12	09/30/12	1030-1130a Face Nation Face The Nation	CM	1030-11a	-----S	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-----S	1		\$1,200.00		0.00						
E 17	WKMG	09/30/12	09/30/12	NFL Game 2 NFL Game 2	CM	various (4:15 PM-7:00 PM)	-----1	:30	1	\$12,000.00	P-2	0.00	NM	1	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-----1	1		\$12,000.00		0.00						
E 18	WKMG	09/25/12	09/30/12	CBS Evening News CBS Eve News	CM	630-7p	-----1	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-----1	1		\$600.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	WKMG	09/24/12-09/30/12		CBS Evening News		630-7p	-----Su	:30		<del>(\$600.00)</del>		0.00	NM		
See MG 18.3															
[Program not airing due to football]															
3	WKMG	09/25/12-09/28/12		News at 6p		6-630p	-TwThF----	:30		\$600.00		0.00	NM		
Ⓜ MG for 18.2 09/30															
E 19	WKMG	09/25/12	09/30/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----1	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-----1	1		\$1,200.00		0.00						
E 21	WKMG	09/27/12	09/27/12	Thu Prime 10p Elementary	CM	10-11p	---1---	:30	1	\$8,000.00	P-2	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						



WKMG

Print Date: 09/20/12

Page 3 of 3

Contract / Revision **255506** Flight Dates **09/25/12-10/01/12**

Hiatus Dates

Original Date / Revision 09/20/12/ 09/20/12

Order Sep 00:15:00

Advertiser **Pol/Pres/D/Barack Obama** Product **OBAMA FOR AMERICA**

Estimate # **1536**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 21	WKMG	09/27/12	09/27/12	Thu Prime 10p Elementary	CM	10-11p	---1---	:30	1	\$8,000.00	P-2	0.00 NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	---1---					1	\$8,000.00		0.00		
E 26	WKMG	09/25/12	09/25/12	Tue Prime 9p NCIS:LA	CM	9-10p	-T-----	:30	1	\$9,000.00	P-2	0.00 NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	-T-----					1	\$9,000.00		0.00		
N 27	WKMG	09/30/12	09/30/12	Sun 11p News after NFLCM Sun 11p News after NFL		Late News	-----S	:30	1	\$1,500.00	P-2	0.00 NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	-----S					1	\$1,500.00		0.00		
													Totals	19 \$58,975.00